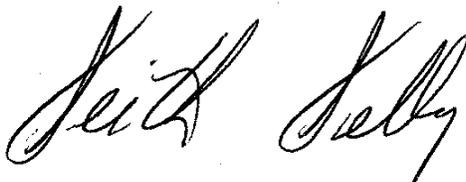


For: FSA Employees

Web Page Development and Maintenance Guidelines

Approved by: Administrator



1 Overview

A

Purpose

This notice provides web page development and maintenance:

- guidelines that will be issued in a future handbook amendment
- list of mission area coordinators (MAC's).

2 Implementing Web Page Development and Maintenance Guidelines

A

Guidelines Overview

These guidelines:

- define responsibilities for developing, approving, maintaining, and providing Agency-wide management of web pages on the FSA Public Web Site
- encourage the use of innovations in software technology to design high-quality presentations
- encourage creativity of web site content providers, while providing standards to maintain a consistent "look and feel" for users
- are consistent with USDA policies, standards, and procedures.

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<p>Disposal Date</p> <p>June 1, 2000</p>	<p>Distribution</p> <p>All FSA employees; State Offices relay to County Offices</p>
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2 **Implementing Web Page Development and Maintenance Guidelines (Continued)**

B

FSA Webmaster Jeff Kerby, the FSA Webmaster, can be reached at 202-720-1593.

The FSA Webmaster and Public Affairs Branch are responsible for ensuring that all information:

- disseminated to the public conforms to both Departmental and Agency guidelines
- presented on the FSA Public Web Site is accurate, timely, and of continued good quality.

The FSA Webmaster fully supports the establishment of any web page that:

- covers authorized, mission-related activities of the Agency
 - operates prudently, with the Americans with Disability Act (ADA) and security considerations
 - provides the public with easily accessible electronic access to information about the Federal government.
-

C

Scope and Applicability

These guidelines apply to all FSA employees and contractors. This includes anyone involved in the design, development, review, and maintenance of FSA Public Web pages.

D

Sources of Authorities

Authority for web page development and maintenance guidelines is found in:

- DR 3140-1
 - DR 3300-1
 - DR 3430-1
 - OMB Circular A-130
 - 31-PM.
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3 Responsibilities

A

FSA Webmaster Responsibilities

The FSA Webmaster, under the guidance of the Public Affairs Branch, is responsible for providing overall management and oversight of FSA's Public Web Site.

The FSA Webmaster shall:

- establish guidelines on allowable web pages, all web page content, and internal approval procedures
 - assist MAC's and FSA content providers in designing the web page "look" and in defining content
 - define the structure for all web pages and associated links and maintain a registry of all web page collections
 - consult with USDA, OC on the development of all web pages
 - register each web page collection and the responsible point of contact with OC
 - review and analyze usage reports to determine the level and type of public interest in accessing the Agency information.
-

B

MAC's Responsibilities

Each Deputy Administrator has appointed a MAC. MAC's shall:

- establish responsibility for, and approve the content of, each web page and associated secondary pages implemented by content providers in their mission area
 - designate FSA content providers to maintain web pages and associated secondary pages implemented by areas under their responsibility
 - consult with the FSA Webmaster on the development and deployment of all web pages and associated secondary pages
 - register each web page collection and the responsible FSA content provider with the FSA Webmaster within 5 workdays after deployment
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3 Responsibilities (Continued)

B

MAC's Responsibilities (Continued)

- routinely verify the integrity of the material, including all links, to ensure that the content has not been accidentally or maliciously altered or replaced
 - establish an internal method to review comments and requests for information received from users to better understand level and type of outside interest in accessing Agency information and make modifications, if necessary, based on this analysis
 - establish an internal system to respond timely to e-mail received from users and to carbon copy all electronic responses to the FSA Webmaster for archival and review purposes
 - routinely review all published standards and guidelines issued by the FSA Webmaster to ensure compliance by FSA content providers.
-

C

Contacts

MAC's must approve the content of each page and associated secondary pages implemented by areas under their responsibility.

The following table lists MAC's and their associated mission areas.

MAC	Mission Area	Contact Information
Jeff Kerby Webmaster	Office of Administrator (PAB, LLS, ESS, EPAS, CRS)	202-720-1593 webmaster@wdc.fsa.usda.gov
Tom Kalil	Farm Loan Programs (PDEED, LMD, LSPMD)	202-720-0785 tom_kalil@wdc.fsa.usda.gov
Amy Harding	Commodity Operations (PDD, KCCO, WID)	202-720-1805 amy_harding@wdc.fsa.usda.gov
Skip Mielwocki	Management (KCMO, ITSD, MSD, HRD, BUD, APFO, FMD)	202-690-3406 skip_mielwocki@wdc.fsa.usda.gov
Chris Niedermayer	Farm Programs (PECD, PSD, CEPD, TPD)	202-720-8513 chris_niedermayer@wdc.fsa.usda.gov
Matt Kilbourne	State Offices	202-720-5239 matt_kilbourne@wdc.fsa.usda.gov
State Office	County Offices	Refer to list on staging server (http://test.fsa.usda.gov)

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3 Responsibilities (Continued)

D

**FSA Content
Provider
Responsibilities**

FSA content providers shall:

- obtain approval of their MAC on the development and deployment of all web pages implemented by areas under their responsibility
 - maintain the integrity of the material, including all links, to ensure that the content has not been accidentally or maliciously altered or replaced
 - review comments received from users to better understand level and type of outside interest in accessing Agency information and make modifications, if necessary, based on this analysis
 - routinely access the FSA staging server to review all published standards and guidelines issued by the FSA Webmaster to ensure compliance.
-

E

**KCMO, TD
Responsibilities**

KCMO, TD shall:

- provide cost-effective, high-quality operations of the public FSA web farm and associated applications
 - notify the FSA Webmaster in the event of server problems and downtime which may affect overall operations of the public FSA web farm
 - oversee the day-to-day operations of the public FSA web farm and associated applications located at KCMO
 - provide access to FSA Webmaster, MAC's, and FSA content providers for testing, deployment, and maintenance of web pages
 - provide and update a list of designated FSA content providers to the FSA Webmaster, detailing the area of responsibility and contact information
 - develop and implement customized applications based on requests from FSA Webmaster or other internal guidance
 - publish weekly, monthly, and yearly usage/analysis reports of the public FSA web farm and each mission area to the public FSA Staging Server for access and review by FSA Webmaster, MAC's, and FSA content providers.
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4 Developing Web Pages

A

Publishing Web Pages

FSA Webmaster, MAC's, FSA content providers, and KCMO/TD will be jointly involved in the development of the web pages.

MAC's must review and approve all new web page content before deployment on the FSA Public Web Site.

These pages and associated documents should be highly descriptive and representative of USDA and FSA, and present an actual picture of the entire Department and its work. It is not necessary to re-create each national publication on every web site. When appropriate, link to existing national publications and news releases.

B

Designing for Accessibility

All pages and associated documents **shall** be designed for accessibility to persons with disabilities. FSA Web Content Accessibility Guidelines are published on the FSA staging server and will be issued in a future handbook amendment.

C

Web Publishing Software

The FSA public web farm fully supports the use of Microsoft FrontPage server extensions. However, content providers may use any web publishing tool with which they feel comfortable.

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4 Developing Web Pages (Continued)

**D
Presentation
and Content
Standards**

All pages and associated documents **shall** be designed to ensure a consistent “look and feel” across the entire FSA Public Web Site. Complete standards are located on the public FSA Staging Server.

Five elements are required of all sites to help guide users through FSA’s Public Web Site. See Exhibit 1.

Element	Description
1	For the FSA Logo, use either the 440 pixel wide or 564 pixel wide graphic on the top of each page. The 440 pixel wide graphic is ideal for use on pages in which a table is included.
2	Last update or changed date must be included on each page, either upper left corner or bottom left corner.
3	Navigational text must be placed on all pages. The navigational text shall include: <ul style="list-style-type: none">• a reciprocal link to the FSA Home Page• e-mail comments to the appropriate staff and Agency Webmaster• a reciprocal link to the USDA Home Page. Placement may be centered on the top of the page below the FSA Logo and/or on the bottom center of the page.
4	Affirmative Action/Equal Opportunity Statement must be visible on the first page of any collection of web pages. Alternatively, a link may be made to a page which exclusively provides the statement.
5	The standard links disclaimer must be visible on the first page of any collection of web pages. Alternatively a link may be made to a page which exclusively provides the disclaimer.

**E
Obsolete Notice**

This notice obsoletes Notice AO-1182.

Official Agency Page Example

Last Update:
October 26, 1998

[Help us improve our site. We want your comments.](#)

Links contained in this file to information provided by other organizations are presented as a service and neither constitute nor imply endorsement or warranty.



Official Agency Page Example

Required on all official pages:

- Farm Service Agency Logo, either use the [440 pixel](#) wide or [564 pixel](#) wide graphic on the top of each page. The 440 pixel wide graphic is idea for use on pages where a table is used, such as this page.
- Last Update or changed date must be included on each page. Either Upper left corner or bottom left corner.
- Navigational text must be placed on all pages. The navigational text shall include:
 - Reciprocal link to the FSA Home Page
 - Comments to the appropriate staff and Agency Webmaster
 - Reciprocal link to the USDA Home Page

Placement may be centered on the top of the page below the FSA Logo and/or on the bottom center of the page.

- [Affirmative Action/Equal Opportunity Statement](#) must be visible on the first page of any collection of web pages. Alternatively a link may be made to a page which exclusively provides the statement.
- The standard Links Disclaimer must be visible on the first page of any collection of web pages. Alternatively a link may be made to a page which exclusively provides the disclaimer.

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or family status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (braille, large print, audiotape, etc.) should contact USDA's TARGET Center at 202-720-2600 (voice and TDD).

To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 14th and Independence Avenue, SW, Washington, D.C., 20250-9410, or call (202) 720-5964 (voice or TDD).

USDA is an equal opportunity provider and employer.

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Farm Service Agency, Public Affairs Branch